



CUSTOMER SUCCESS STORY

# Zeller Media keeps quality score over 9.0 for large online job recruiter

## BACKGROUND

Zeller Media needed a quicker way to monitor Quality Score weekly for a job recruiter website client. This is a large-scale account with over 600 active campaigns and 4,000 ad groups.

The cost per click for this client ranged from \$0.10 to \$0.50, and even a change of 0.1 to Quality Score significantly impacted CPC and return on investment.

Zeller Media needed a quicker way to monitor and detect what was impacting Quality Score.



## About Zeller Media

Zeller Media is a digital marketing agency that specializes in paid search, search engine optimization, paid social, native, and display advertising.

## Founded

2019

## Location

Jersey City, NJ

## Industry

Digital Marketing Agency

## Employees

2-10

### Account Quality Score



↑ 0.10

From 9.0 To 9.1  
Highest 9.2 Lowest 8.6



Expected CTR Quality



Ad Relevance



Landing Page Experience

## SOLUTION



Zeller Media used Optmyzr's Quality Score Tracker tool, which allowed them to track Quality Score at the account, campaign, ad group, and keyword levels. This allowed them to see which element of Quality Score was making an impact to dig into the right places.

## RESULTS

Having quick access to see expected CTR quality, ad relevance, and landing page experience in one place without having to crunch the numbers in Excel saved the agency over 10 hours a month, and allowed for faster optimizations which lowered CPCs by 18%.

**\$36,000**

Est. Monthly  
Media Savings

**18%**

Reducing in  
Cost Per Click

**9.0**

Quality Score  
Maintained

**10**

Hours Saved  
Each Month

## ABOUT OPTMYZR

Optmyzr is a PPC optimization platform for search marketing consultants, agencies, and in-house teams. Founded in 2013 by a team of former Google executives, Optmyzr gives search marketers the tools and insights to quickly execute strategies for accounts of any size, diversity, or complexity.



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